

# Contents

## by Volume

### VOLUME I

Adaptive Virtual Reality Shopping Malls / <i>George Lepouras and Costas Vassilakis</i> .....	1
Application Service Providers / <i>Sathasivam Mathiyalakan</i> .....	7
Auto-Personalization WAP Portal / <i>Jon T. S. Quah and Vincent L. H. Seet</i> .....	13
Auto-Personalization Web Pages / <i>Jon T. S. Quah, Winnie C. H. Leow, and K. L. Yong</i> .....	20
B2B E-Business / <i>Robert J. Mockler, Dorothy G. Dologite, and Marc E. Gartenfeld</i> .....	26
B2C Success at Wishlist.com / <i>Delyth Samuel and Danny Samson</i> .....	31
Benchmarking Local E-Government / <i>Tan Yigitcanlar and Scott Baum</i> .....	37
BigTrumpet.com / <i>Neerja Sethi and Vijay Sethi</i> .....	43
Biometric Identities and E-Government Services / <i>Murray Scott, Séamus Hill, Thomas Acton, and Martin Hughes</i> .....	50
Branding on the Internet / <i>Mary Lou Roberts and Eric Schwaab</i> .....	57
BSC-Based Framework for E-Business Strategy / <i>Fen Wang and Guisseppi Forgionne</i> .....	64
Building Government-to-Government Enterprises / <i>Luiz Antonio Joia</i> .....	72
Business Process Analysis / <i>Jesús Arias Fisteus and Carlos Delgado Kloos</i> .....	78
Businesses and Consumers as Online Customers / <i>Eileen Bridges, Ronald E. Goldsmith, and Charles F. Hofacker</i> .....	83
Challenges and Policy Imperatives for E-Government in Africa / <i>Wole Michael Olatokun</i> .....	89
Classification Systems / <i>Sven Abels and Axel Hahn</i> .....	95
Clicks and Mortar / <i>David L. Bahn</i> .....	103

**Table of Contents by Volume**

Closer Look to the Online Consumer Behavior, A / <i>Penelope Markellou, Maria Rigou, and Spiros Sirmakesis</i> .....	106
Collaborative Commerce / <i>Ta-Tao Chuang, Kazuo Nakatani, and Duanning Zhou</i> .....	112
Collaborative Filtering for Information Recommendation Systems / <i>Anne Yun-An Chen and Dennis McLeod</i> .....	118
Comparative Shopping on Agent Web Sites / <i>Ming Wang</i> .....	124
Comparison-Shopping Agents and Online Small Business / <i>Yun Wan</i> .....	129
Computer Security in E-Learning / <i>Edgar R. Weippl</i> .....	135
Consumer Trust in E-Commerce / <i>Benoit Jeanson and John Ingham</i> .....	141
Context and Concept of Web Services / <i>Vijay Kasi and Brett Young</i> .....	151
Coordination of a Service Oriented Architecture / <i>Jason Nichols and Andrew Chen</i> .....	157
Customer Goals Online / <i>Thomas W. Porter</i> .....	163
Cyber-Identity Theft / <i>Angeline Grace Close, George M. Zinkhan, and R. Zachary Finney</i> .....	168
Data Warehousing and Data Mining Lessons for EC Companies / <i>Neerja Sethi and Vijay Sethi</i> .....	172
Deception in Electronic Goods and Services / <i>Neil C. Rowe</i> .....	177
Designing Service-Based Cooperative Systems / <i>Colette Rolland and Rim Samia Kaabi</i> .....	183
Developing a Viable Product for an Emerging Market / <i>Ron Craig</i> .....	191
Development and Deployment of Web Services / <i>Radhika Jain and Balasubramaniam Ramesh</i> .....	197
Digital Government Development / <i>Richard Knepper and Yu-Che Chen</i> .....	203
Digital Rights Management for E-Content and E-Technologies / <i>Yingge Wang, Qiang Cheng, Jie Cheng, and Thomas S. Huang</i> .....	210
Distributed Workflow Management Based on UML and Web Services / <i>Andrea De Lucia, Rita Francesca, and Giuseppe Scanniello</i> .....	217
Dot Net and J2EE for Web Services / <i>Andrew Chen</i> .....	223
Dot-Com Conversion at Egghead / <i>William S. Lightfoot</i> .....	228
DWDM Technology and E-Government Initiatives / <i>Marlyn Kemper Littman</i> .....	234
Dynamic Planning Models for E-Business Strategy / <i>Janice M. Burn and Colin G. Ash</i> .....	240
Dynamic Pricing for E-Commerce / <i>Prithviraj Dasgupta, Louise E. Moser, and P. Michael Melliar-Smith</i> .....	247
E-Banking Application and Issues in Abbey National Plc / <i>Mark X. Xu, Siobhan Wilkes, and Mahmood H. Shah</i> .....	253

**Table of Contents by Volume**

eBay's Dominance in Internet Auctions / <i>Sangin Park</i> .....	259
E-Business Planning and Analysis Framework / <i>Ben Clegg and Boon Tan</i> .....	264
E-Business Process Management and IT Governance / <i>Pallab Saha</i> .....	272
E-Commerce Agents and Payment Systems / <i>Sheng-Uei Guan</i> .....	279
E-Commerce and Mobile Commerce Applications Adoptions / <i>Charlie Chen and Samuel C. Yang</i> .....	284
E-Commerce Challenges and Policy Considerations in Nigeria / <i>Wole Michael Olatokun and Isola Ajiferuke</i> .....	291
E-Commerce Consumer and Product Characteristics / <i>Daniele Scarpi and Francesca Dall'Olmo-Riley</i> .....	296
E-Commerce in a Digital Economy / <i>Sushil K. Sharma</i> .....	302
E-Commerce in Developing Countries / <i>Janet Toland</i> .....	308
E-Commerce in Enron / <i>John Wang, Qiyang Chen, James Yao, and Ruben Xing</i> .....	314
E-Commerce Services Based on Mobile Agents / <i>Giancarlo Fortino, Alfredo Garro, and Wilma Russo</i> .....	319
E-Commerce Use by Chinese Consumers / <i>Alev M. Efendioglu</i> .....	327
E-Customer Loyalty / <i>Alvin Y.C. Yeo and Michael K.M. Chiam</i> .....	334
Effective Collaborative Commerce Adoption / <i>Michelle Rowe, Helen Cripps, Janice M. Burn, Craig Standing, Beth Walker, and Shirley Bode</i> .....	340
E-Government and the Construction Industry / <i>O. K. B. Barima</i> .....	347
E-Government and the Digital Divide / <i>Tan Yigitcanlar and Scott Baum</i> .....	353
E-Government Development and Implementation / <i>Wayne Huang, Yining Chen, and K. L. Wang</i> .....	359
E-Government Portals in Mexico / <i>Rodrigo Sandoval Almazán and J. Ramón Gil-García</i> .....	367
E-Government Services Framework / <i>Sushil K. Sharma</i> .....	373
E-Health Dot-Coms' Critical Success Factors / <i>Abrams A. O'Buyonge and Leida Chen</i> .....	379
E-Health Security and Privacy / <i>Yingge Wang, Qiang Cheng, and Jie Cheng</i> .....	385
E-Learning Concepts and Development / <i>Fung Fai Ng</i> .....	391
Electronic Data Interchange / <i>David Whiteley</i> .....	397
Electronic Voting as the Key to Ballot Reform / <i>Rick Gibson and Christopher Brown</i> .....	403
Electronic Word-of-Mouth / <i>Ronald E. Goldsmith</i> .....	408
E-Marketplace Regression of National Trucking Exchange / <i>Hope Koch</i> .....	413
Emergent Semantic Web / <i>Mahesh S. Raisinghani and Tapas R. Sahoo</i> .....	418

**Table of Contents by Volume**

Engineering Adaptive Concept-Based Systems for the Web / <i>Geert-Jan Houben, Lora Aroyo, and Darina Dicheva</i> .....	424
Enterprise Application Service Model / <i>George Feuerlicht and Jiri Vorisek</i> .....	431
Entrepreneur Behaviors on E-Commerce Security / <i>Michael Kyobe</i> .....	437
E-Questionnaire for Innovative Adaptive-Learning Scheme / <i>Tzouveli Paraskevi and Stefanos Kollias</i> .....	445
E-Shoppers' Perception of Web-Based Decision Aid / <i>Fen Wang</i> .....	451
E-Supply Chain Orchestration / <i>Alexander Verbraeck, Tamrat Tewoldeberhan, and Marijn Janssen</i> .....	457
EU SMEs and E-Business Innovation / <i>Anne Wiggins</i> .....	464
Evolution of Computer-Based Distance Learning / <i>Sorel Reisman</i> .....	472
Evolution of Information-Hiding Technology / <i>Der-Chyuan Lou, Jiang-Lung Liu, and Hao-Kuan Tso</i> .....	480
Evolution of Marketing to E-Marketing / <i>Anesh Maniraj Singh</i> .....	488
Evolution of Trust in Business-to-Business E-Commerce, The / <i>Pauline Ratnasingam</i> .....	495
Evolution Stages in Web Applications / <i>Alberto de Medeiros Jr., Marcelo Schneck de Paula Pessôa, and Fernando José Barbin Laurindo</i> .....	502
Exploiting Public Sector Information through Innovative E-Government Policies / <i>Ioannis P. Chochliouras and Anastasia S. Spiliopoulou-Chochliourou</i> .....	508
Failure of Furniture.com / <i>Jijie Wang, Yi Ding, and Detmar Straub</i> .....	514
Forecasting the Stock Market with ANNs and Autonomous Agents / <i>Cristiano Leite Castro and Antônio Pádua Braga</i> .....	520
Gambling Over the Internet / <i>Clare Brindley</i> .....	525
Global Marketing on the Internet / <i>José Manuel Ortega Egea and Manuel Recio Menéndez</i> .....	530
Governing Health Care with IT / <i>Reima Suomi</i> .....	537
Graphical Content on Mobile Devices / <i>René Rosenbaum, Christian Tominski, and Heidrun Schumann</i> .....	545
High Availability and Data Consistency for Three-Tier Enterprise Applications / <i>Wenbing Zhao, Louise E. Moser, and P. Michael Melliar-Smith</i> .....	552
History of E-Commerce / <i>Yan Tian and Concetta Stewart</i> .....	559
Hypermedia and Associated Concepts / <i>Michael Lang</i> .....	565
ICT Applications in Aviation / <i>T. T. Wong</i> .....	573
Identifying E-Business Options / <i>Albert Boonstra and Bert de Brock</i> .....	580
Implementing CRM Systems in Online Enterprises / <i>Călin Gurău</i> .....	587

### **Table of Contents by Volume**

Indexing Mobile Objects / <i>Panayiotis Bozanis</i> .....	594
Information Assurance in E-Healthcare / <i>Sherrie D. Cannoy and A. F. Salam</i> .....	600
Information Integration for Relationship Management / <i>Robert S. Moore, Merrill Warkentin, and Melissa Moore</i> .....	608
Information Privacy and E-Technologies / <i>Edward J. Szewczak</i> .....	615
Information Security for Legal Safety / <i>Andreas Mitrakas</i> .....	620
Inherent E-Commerce Barriers for SMEs / <i>Sushil K. Sharma</i> .....	626
Innovation Translation and E-Commerce in SMEs / <i>Arthur Tatnall and Stephen Burgess</i> .....	631
Integrating Conceptual Approaches to E-Government / <i>J. Ramón Gil-García and Luis Felipe Luna-Reyes</i> .....	636
Intelligent Product Brokering and Preference Tracking Services / <i>Sheng-Uei Guan</i> .....	644
Interaction Standards in E-Business / <i>Stephen Hawk and Weijun Zheng</i> .....	648
Internet and Access to Scholarly Publications / <i>Jean-Philippe Rennard</i> .....	653
Internet in a Commodity Mining Company / <i>Pat Foley and Danny Samson</i> .....	660
Internet Pharmacies / <i>Philip Rosson</i> .....	666
Internet Search Engines / <i>Vijay Kasi and Radhika Jain</i> .....	672
Internet Technologies in Factory Automation / <i>Thorsten Blecker</i> .....	678
Internet-Based Marine Maintenance Information System / <i>T. T. Wong and W. K. Chan</i> .....	684

## **VOLUME II**

Knowledge Creation in Online Communities / <i>Kyung Woo Kang, Deborah E. Rosen, and Seung Kyo Shin</i> .....	691
Lessons from Dot-Com Boom and Bust / <i>Ha Sung Hwang and Concetta Stewart</i> .....	698
Leveraging Customer Data Integration for Effective E-CRM Analytics / <i>Thomas P. Van Dyke, Hamid R. Nemati, and Christopher D. Barko</i> .....	703
Location Management and Mobility Modeling in Wireless Systems / <i>Wenye Wang</i> .....	709
Location-Based Services in the Mobile Communications Industry / <i>Christopher Ververidis and George C. Polyzos</i> .....	716
Managing Advergames / <i>Călin Gurău</i> .....	722
Managing E-Business Change / <i>Colin G. Ash and Janice M. Burn</i> .....	729
M-Commerce Opportunities / <i>Pouwan Lei</i> .....	736

**Table of Contents by Volume**

Mobile Agent Assisted E-Learning System / <i>Jon T. S. Quah, Winnie C. H. Leow, and Y. K. Soh</i> .....	740
Mobile Agent-Based Auction Services / <i>Sheng-Uei Guan</i> .....	747
Mobile Banking Systems and Technologies / <i>Cheon-Pyo Lee and Merrill Warkentin</i> .....	754
Mobile Caching for Location-Based Services / <i>Jianliang Xu</i> .....	760
Mobile Commerce Applications and Adoption / <i>Krassie Petrova</i> .....	766
Mobile Commerce in South Africa / <i>Anesh Maniraj Singh</i> .....	772
Mobile Commerce Multimedia Messaging Peer / <i>Kin Choong Yow and Nitin Mittal</i> .....	779
Mobile Electronic Commerce / <i>Samuel Pierre</i> .....	786
Mobile Handheld Devices for Mobile Commerce / <i>Wen-Chen Hu, Jyh-haw Yeh, Hung-Jen Yang, and Chung-wei Lee</i> .....	792
Mobile Information Filtering / <i>Witold Abramowicz, Krzysztof Banaśkiewicz, Karol Wieloch, and Paweł Żebrowski</i> .....	799
Mobile Public Relations Strategies / <i>Chris Galloway</i> .....	805
Multi-Agent System for Web-Based Customization / <i>Thorsten Blecker and Nizar Abdelkafi</i> .....	811
Multi-Channel Retailing in B2C E-Commerce / <i>Maria Madlberger</i> .....	817
Multilingual Web Sites in Global Electronic Commerce / <i>Shaoyi He</i> .....	823
Multimedia Proxy Servers / <i>Philip Kwok Chung Tse</i> .....	829
Municipal Information Society in South Africa / <i>Udo Richard Averweg</i> .....	836
Negative Effects of Advertising Techniques in Electronic Commerce / <i>Yuan Gao, Marios Koufaris, and Robert H. Ducoffe</i> .....	842
Negotiating Online Privacy Rights / <i>Călin Gurău</i> .....	848
Online Advertising Fraud / <i>Robert S. Owen</i> .....	853
Ontology Development Tools for Ontology-Based Knowledge Management / <i>Seongwook Youn and Dennis McLeod</i> .....	858
Ontology for E-Government Public Services / <i>Costas Vassilakis and George Lepouras</i> .....	865
Ontology-Based Query Formation and Information Retrieval / <i>Sheng-Uei Guan</i> .....	871
Open Content Distribution Management in Virtual Organizations / <i>Amir Hassan and Herkko Hietanen</i> .....	878
Open Source Community Portals for E-Government / <i>Kwasi Boateng and Beatrice A. Boateng</i> .....	884
Open Source LMS for Management and E-Business Applications / <i>Beatrice A. Boateng and Kwasi Boateng</i> .....	890

**Table of Contents by Volume**

Overall Satisfaction Prediction / <i>Ya-Yueh Shih and Kwoting Fang</i> .....	895
Password Security Issues on an E-Commerce Site / <i>B. Dawn Medlin, Joseph A. Cazier, and Dinesh S. Dave</i> .....	902
Payment Mechanism of Mobile Agent-Based Restaurant Ordering System / <i>Jon T. S. Quah, Winnie C. H. Leow, and Chee Chye Ong</i> .....	908
Personalization and Customer Satisfaction in Mobile Commerce / <i>HY Sonya Hsu and Songpol Kulviwat</i> .....	914
Personalization Techniques and Their Application / <i>Juergen Anke and David Sundaram</i> .....	919
Process-Oriented Reorganization Projects in Electronic Government / <i>Jörg Becker, Lars Algermissen, and Björn Niehaves</i> .....	926
Process Simulation for E-Commerce Systems / <i>Zhen Chen, Heng Li, Stephen C.W. Kong, Ju Hong, and Qian Xu</i> .....	933
Product Configuration Systems / <i>Thorsten Blecker</i> .....	941
RFID in the Retail Supply Chain / <i>Claudia Loebbecke</i> .....	948
Secure Agent Fabrication, Evolution, and Roaming / <i>Sheng-Uei Guan</i> .....	954
Secure Agent for E-Commerce Applications / <i>Sheng-Uei Guan</i> .....	962
Security Issues Concerning Mobile Commerce / <i>Samuel Pierre</i> .....	968
Security, Privacy, and Trust in Mobile Systems / <i>Marco Cremonini, Ernesto Damiani, Sabrina De Capitani di Vimercati, and Pierangela Samarati</i> .....	973
Semantics for E-Commerce Applications / <i>Jorge Cardoso</i> .....	979
Semi-Automated Seeding of Personal Privacy Policies in E-Services / <i>George Yee and Larry Korba</i> .....	985
Sensis Search / <i>Fang Zhao</i> .....	993
Service-Oriented Architecture / <i>Kwan-Ming Wan, Pouwan Lei, Chris Chatwin, and Rupert Young</i> .....	998
Service-Oriented Architectures and Virtual Enterprises / <i>Nicolaos Protopetros</i> .....	1003
Simulation Technologies for Enhancing Citizen Participation / <i>John O'Looney</i> .....	1009
Small Business and Regional Portals in Australia / <i>Arthur Tatnall, Stephen Burgess, and Mohini Singh</i> .....	1016
SME's Perceptions of B2B E-Commerce / <i>Assion Lawson-Body and Abdou Illia</i> .....	1022
Software Metrics and Measurements / <i>Michalis Xenos</i> .....	1029
Special Features of Mobile Advertising and Their Utilization / <i>Jari Salo and Jaana Tähtinen</i> .....	1035
Spreading Use of Digital Cash / <i>Yutaka Kurihara</i> .....	1041
Straight-Through Processing Adoption / <i>Pallab Saha</i> .....	1046

**Table of Contents by Volume**

Strategic Planning for Distance Training / <i>Todd Brace and Zane Berge</i> .....	1053
Structure and Components of E-Commerce Business Model / <i>Chung-Shing Lee, Yiche Grace Chen, and Ya-Han Fan</i> .....	1058
Tailorable E-Government Information Systems / <i>George Lepouras, Anya Sotiropoulou, Dimitrios Theotokis, and Costas Vassilakis</i> .....	1064
Topology for Intelligent Mobile Computing / <i>Robert Statica and Fadi P. Deek</i> .....	1070
Traditional and Internet EDI Adoption Barriers / <i>Albert L. Harris and Charlie Chen</i> .....	1075
Transformation of E-Fulfillment Industry Capabilities / <i>Paul Alexander and Janice M. Burn</i> .....	1082
Trust as an Enabler of E-Commerce / <i>Narasimha Paravastu and David Gefen</i> .....	1089
Trust in E-Government Services / <i>István Mezgár</i> .....	1094
Trust in E-Technologies / <i>Andrea Oermann and Jana Dittmann</i> .....	1101
Unexpected Outcomes of Lean E-Collaboration / <i>Ned Kock</i> .....	1109
Universal Approach to Mobile Payments / <i>Stamatis Karnouskos and András Vilmos</i> .....	1114
Using an E-Book for Learning / <i>K.C. Chu and Queendy Lam</i> .....	1120
Using Collaborative Transportation Management in Global Supply Chain / <i>Jonah C. Tyan</i> .....	1126
Using Failure to Develop a Successful Business / <i>Ron Craig</i> .....	1133
Using Hospital Web Sites to Enhance Communication / <i>Sherrie D. Cannoy and Lakshmi Iyer</i> .....	1139
Vehicular Telematics Systems / <i>Gennaro Costagliola, Sergio Di Martino, and Filomena Ferrucci</i> .....	1146
Veteran Service Management and E-Government Service Delivery Performance / <i>Assion Lawson-Body, Glenn Miller, and Thomas M. Saddler Jr.</i> .....	1152
Virtual Agency as a New Force in the Promotions Industry, The / <i>R. Zachary Finney and Angeline Grace Close</i> .....	1158
Virtual Communities and E-Business Management / <i>Carlos Flavián and Miguel Guinalíu</i> .....	1163
Virtual Concept Use in the Construction Industry / <i>O.K. B. Barima</i> .....	1169
Virtual Enterprise Organization / <i>Luís Carlos M. Pires, José Dinis A. Carvalho, and Nuno A. Moreira</i> .....	1175
Virtual Enterprises' Accounting Difficulties / <i>Panayiotis Tahinakis, John Mylonakis, Nicolaos Protogeros, and Dimitrios Ginoglou</i> .....	1185
Virtual Government in Singapore / <i>Leo Tan Wee Hin and R. Subramaniam</i> .....	1191
Virtual Marketplace for Agent-Based Electronic Commerce / <i>Sheng-Uei Guan</i> .....	1198
Web Accessibility / <i>Gennaro Costagliola, Sergio Di Martino, Filomena Ferrucci, and Carmine Gravino</i> .....	1205

**Table of Contents by Volume**

Web Design Dimensions and Adaptation / <i>Carlos Miguel Tobar, Ricardo Luís de Freitas, and Ivan Luiz Marques Ricarte</i> .....	1211
Web Portal Gateways / <i>Arthur Tatnall</i> .....	1217
Web Services / <i>Louise E. Moser and P. Michael Melliar-Smith</i> .....	1222
Web Services and B2B Collaboration / <i>Susy S. Chan and Vince Kellen</i> .....	1230
Web Services' Security / <i>Fergle D'Aubeterre and A.F. Salam</i> .....	1236
Web Traffic Aggregation / <i>Robert S. Owen</i> .....	1243
Web-Enabled Portals for E-Business Workplace / <i>Wita Wojtkowski</i> .....	1248
Wireless LAN Access Technology / <i>Spiros Louvros, Gerasimos Pylarinos, and Stavros Kotsopoulos</i> .....	1254